

## **Historic, Archive Document**

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Index \*

62.81



### RED RICH EVERBEARING STRAW

(Plant Patent 993.) Here is the new everbearer you about. Honey-sweet berries, rich red all the way thru, reddest and sweetest everbearer you ever saw. Thrifty early in the season and continues until frost. Perfect for

**12 for \$2.95; 25 for \$5.00; 50 for \$8.50; 100 for \$15.00, prepaid.**

*(See inside folder for Pyramid beds—the modern way to grow Strawberries)*

Return Postage Guaranteed

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Spring 1954**

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**red rich**  
EVERBEARING

TRADE MARK

**CUMBERLAND VALLEY NURSERIES, Inc.**

**313 North Chancery St., McMinnville, Tennessee. P. O. Box No. 308**

● PHONE No. 97 ●

# CUMBERLAND VALLEY NURSERIES, Inc.

313 North Chancery St., McMINNVILLE, TENNESSEE. • Phone No. 97. • P.O. Box No. 308

## To Our Friends:

In this special bulletin we offer items which we are growing in considerable quantity, and because of this large-scale production, they represent values for you. A study of this list will bring to light some really outstanding values, and we suggest that you read it carefully with this in mind. Also, since this is only a partial list of our trees and plants, we will appreciate inquiries about any additional requirements. If quantities are wanted greater than those quoted, we will be glad to make you special quotations on your needs.

We shall be glad to help you in any way possible in working out your planting problems. Our years of experience and our force of trained workers are at your service. It is hoped that for you who are not yet acquainted with our dependable stock this special list may be a colorful introduction to serve in the selection of your nursery requirements. We will sincerely appreciate your business. We hope you'll order early to obtain the best possible selection.

May we hear from you soon?

Sincerely, J. R. Bragg, Pres.

Member of  
American, Southern  
and Tennessee  
Associations of  
Nurserymen

•  
National Mail Order  
Association of  
Nurserymen

•  
National Landscape  
Association



● **GUARANTEE.** We guarantee to deliver only select quality trees and plants, carefully packed so as to reach you in perfect condition, but we do not guarantee that all stock will live, as too much depends on the treatment the stock receives after it leaves our hands. Failure to grow may result from many causes beyond our control, for which we cannot be responsible. Claims, if any, for damages or inferior stock must be made within ten days after arrival. In no case can we be responsible for more than purchase price.

● **TERMS:** Our terms are net cash with order. Remittance may be made by Postal Money Order, Postal Note, Express Money Order, or personal check. Tennessee shipments require 2% Sales Tax.



ETOILE DE HOLLANDE

## Hybrid Tea ROSES

QUEENS OF THE GARDEN—  
FOR ALL-SUMMER BLOOM  
FROM COAST TO COAST

From the many varieties of Roses, we have selected these tested, superior favorites. You may plant these with confidence and grow them with pride.

CHOICE 2-YR., No. 1 PLANTS

**\$1.25 each**

**10 plants for \$11.50**

Add 20% for postage and handling charges on  
Parcel Post orders. Express orders shipped collect.

**CALEDONIA.** Purest white; large and perfect. Light perfume. Very strong plant; recurrent bloom. Best of the whites and an excellent Rose for cutting.

**EDITOR McFARLAND.** Soft, glowing pink that stands the sun well. Large, double flower; very fragrant. Strong, profuse bloomer.

**ETOILE DE HOLLANDE.** A standard for comparison among red Roses. Bright red, unfading; upright stems. Rich old-time fragrance. Has been popular for over thirty years, in the face of strong competition from many fine new red Roses.

**GOLDEN DAWN.** Golden yellow. A well-shaped, double flower with rich tea fragrance. Excellent foliage; free blooming.

**POINSETTIA.** Buds long pointed; bloom large and very double, slightly fragrant. Unfading scarlet, like the well-known poinsettia of the Christmas season. Vigorous, compact; abundant bloom.

**RADIANCE.** Two-tone rose-pink. Globular bud opening to a full, cupped, very fragrant flower. Vigorous and healthy. One of the most reliable and very easy to grow.

**RED RADIANCE.** Cerise-red. Habit same as Radiance; together they make a dependable start for the beginner in Rose growing. They do well in practically any climate and location.

**TALISMAN.** A combination of gold, apricot, yellow and flame. The popular multicolor Rose. Generally does best in the fall. Rich, glossy, leathery foliage.

## CLIMBING ROSES

**TALISMAN CLIMBER.** The same popular multicolor Rose as the bush Talisman. Delightful as a climber, producing quantities of long-stemmed flowers for cutting all season.

**PAUL'S SCARLET CLIMBER.** Vivid scarlet, semi-double blooms in big clusters. Profuse bloomer. Most popular and widely planted red climber. Disease resistant. Excellent as a screen.

All Roses, choice 2-yr., No. 1 plants, \$1.25 each; 10 for \$11.50



PAUL'S SCARLET CLIMBER



# Flowering Shrubs

Beautify Your Home at Low Cost • Our Shrubs Are Select, Specimen, Finished Plants

Flowering shrubs are very useful in any garden. They serve as borders and hedges along boundary lines, as screens, in foundation plantings and as specimens on the lawn. There are so many kinds—all beautiful in their season—that it is not necessary to duplicate your neighbors' plantings. In flower, foliage and fruit, shrubs are decorative a good part of the year.

**ABELIA grandiflora.** One of the most useful and beautiful of all flowering shrubs. Dark, glossy, evergreen foliage. Grows 4 to 6 feet tall, making it ideal for foundation plantings, hedges and shrub borders. Plant is covered spring to fall with clusters of dainty pinkish white flowers. Select 18 to 24-in. size, \$1.50 each.

**ALMOND, Double Pink-Flowering.** Attractive dwarf shrub. Double pink flowers in masses in early spring. Select 18 to 24-in. size, \$1.00 each.

**ALTHEA, or Rose of Sharon.** An old-time mid-summer-flowering shrub, worthy of a place in modern plantings. Double Pink, Purple, Red, and White. Select 2 to 3-ft. size, \$1.00 each.

**BARBERRY, Red-leaved.** Foliage bronze-red, turning to fiery red in autumn. Popular for hedging or foundation planting. Select 18 to 24-in. size, \$1.25 each.

**BUTTERFLY-BUSH, Charming.** A very lovely shrub which produces lavender-pink spikes in summer. One of the most desirable of all flowering shrubs. Select 2 to 3-ft. size, \$1.00 each.

**CRAPE-MYRTLE.** Well-known southern shrub. Immense panicles of crinkled little flowers. Showy all summer. We offer these in White, Pink, Purple, and Red. Choice 2 to 3-ft. size, \$1.25 each.

**FORSYTHIA, or Golden Bells.** An early-blooming shrub producing deep yellow, bell-like flowers in spring, before leaves appear. Hardy and quite showy. Select 2 to 3-ft. size, \$1.00 each.

**HONEYSUCKLE, Fragrant.** Very fragrant, creamy flowers in early spring. Foliage remains nearly all winter. Very desirable, compact plant. Hardy. Select 2 to 3-ft. size, \$1.00 each.

**Honeysuckle, Zabeli.** One of the most shapely shrubs, with the finest foliage of all the bush Honeysuckles. A marvelous accent or specimen shrub. Attractive blue-green leaves, profuse red flowers in spring, and long-lasting red berries in late summer and fall. Select 2 to 3-ft. size, \$1.25 each.

**HYDRANGEA, P. G.** Old-fashioned, favorite shrub. Flowers creamy white, tinged with pink in late summer. Hardy. Select 18 to 24-in. size, \$1.00 each.

**Hydrangea, Blue.** Massive flowers, lasting for weeks, and very showy. For best results, plant in moist, acid soil, using peat moss or similar organic material. Strong 2-yr. plants, \$1.50 each.

**FRENCH LILACS.** An old shrub, more in demand than ever, because of much improved varieties. You are sure to enjoy these beautiful French Hybrid Lilacs. They will last a lifetime, blooming the first year after planting and annually thereafter. We offer Double Purple, Red, and White. Choice 18 to 24-in. size, \$1.50 each.

**MOCK-ORANGE, Sweet.** A very fine shrub. Has large-petaled, double crested flowers in clusters. Hardy. Select 2 to 3-ft. size, \$1.00 each.

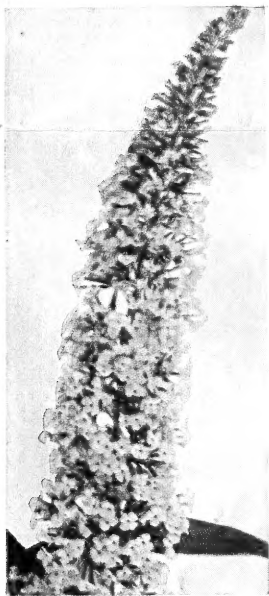
**FLOWERING QUINCE.** Large shrub with scarlet blooms in early spring, followed by fragrant, yellow, quince-like fruits that hang on all season. Select 18 to 24-in. size, \$1.25 each.

**SNOWBERRY.** Bushy, handsome, dark green foliage, with profusion of waxy white berries in fall. A garden-club favorite. Quite showy. Hardy. Select 2 to 3-ft. size, \$1.00 each.

**SPIREA, Anthony Waterer.** Valuable dwarf, compact shrub. Excellent for foundation or border planting. Rosy crimson flowers borne in flat clusters at tips of branches during most of the season. Select 15 to 18-in. size, \$1.00 each.



CRAPE-MYRTLE



BUTTERFLY-BUSH



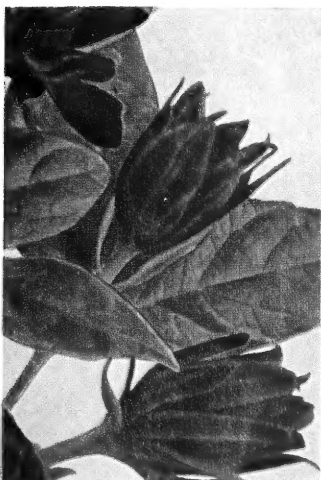
RED WEIGELA

## FLOWERING SHRUB COLLECTION #3

- 1 Forsythia (Golden Bells)
- 2 Spirea Vanhouttei
- 1 Spirea, Anthony Waterer
- 1 Fragrant Honeysuckle

All 5 Shrubs ONLY \$3.95

A \$5.00 Value  
You Save \$1.05



SWEET SHRUB



HYDRANGEA, P.G.



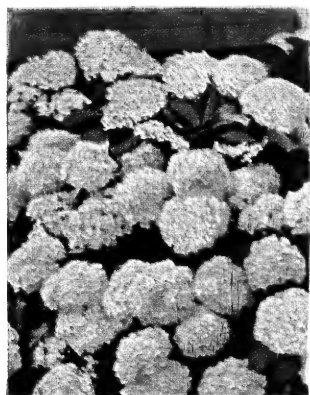
FORSYTHIA



PRUNUS PISSARDI



# Flowering SHRUBS



**BLUE HYDRANGEA**



**ROSE OF SHARON**



**SPIREA, ANTHONY WATERER**



**FRENCH LILACS**

**Spirea Thunbergii.** Graceful bush covered with small white flowers in very early spring. Tiny fern-like leaves, turning to orange in the fall. Select 2 to 3-ft. size, \$1.00 each.

**Spirea Vanhouttei.** Most popular of the Spireas. Grows rather tall, with graceful, drooping branches. Great profusion of white flowers in early spring. Select 2 to 3-ft. size, \$1.00 each.

**SWEET SHRUB** (Calycanthus). Desirable old-fashioned shrub much in demand. Flowers chocolate colored, with spicy fragrance. Hardy. Select 2 to 3-ft. size, \$1.00 each.

**TAMARISK, African.** A strong-growing shrub with bright green, feathery foliage. Deep pink flowers in May. Hardy. Select 2 to 3-ft. size, \$1.00 each.

**WEIGELA, Old-Fashioned.** Drooping branches covered with an abundance of pink, bell-shaped flowers in spring. Grows to large size and is quite hardy. Select 2 to 3-ft. size, \$1.00 each.

**Weigela, Red.** Same as old-fashioned Weigela except that the flowers are deep carmine-red. An excellent shrub, very striking and showy. Hardy. Select 2 to 3-ft. size, \$1.25 each.

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# Flowering TREES

*Trees of Unmatched Beauty*  
**Stately • Handsome**

These delightful ornamental trees are extremely decorative when in bloom but are also attractive when clothed with summer foliage. They are outstanding landscape material.

**CRAB-APPLE, Flowering.** Among the loveliest of all flowering trees. Quantities of spring bloom, followed by an abundance of showy small apples in varying hues. Highly ornamental and valuable in any planting. Tree form. We offer **Eleyi** (best red) and **Hopa** (preferred rose). Select 4 to 6-ft. size, \$2.25 each.

**DOGWOOD, White-flowering.** Lovely four-petaled white flowers in spring on horizontally branched tree with spreading open top. Red berries in the fall. Select 3 to 5-ft. size, \$2.00 each.

**DOGWOOD, Pink-flowering.** A lovely flowering tree. Beautiful four-petaled pink flowers in early spring. Does best in moist soils. Very striking effect when combined with white variety. Select 2 to 3-ft. size, \$3.00 each.

**PEACH, Double Flowering.** Very double flowers like little roses in spring. Suitable for specimen or large group planting. We offer Double Red, which is a very showy and prolific bloomer, and Double Pure White. Order by color. Select 3 to 5-ft. size, \$1.75 each.

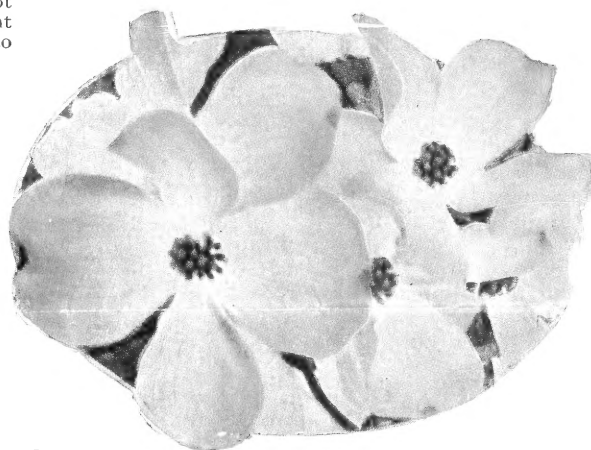
**Peach, Red-leaf.** The new sensational three-purpose tree. Ornamental blood-red foliage and a profusion of deep rose blooms, followed by edible red fruit which is excellent for pickles. You'll be delighted with this novelty. Select 3 to 5-ft. size, \$1.75 each.

**PRUNUS Pissardi, or Purple-leaf Plum.** Small tree with compact leaves of rich, dark purple and maroon. Stays red throughout season. Very lovely with contrasting delicate white blooms in early spring. Colorful and showy in any planting. Select 3 to 5-ft. size, \$1.75 each.

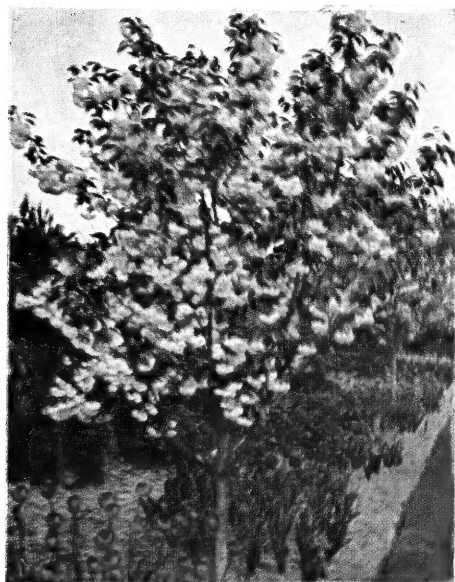
**TULIP-TREE.** A tall, pyramidal tree of stately beauty. Large, glossy leaves; huge, tulip-shaped flowers in early spring. Select 4 to 6-ft. size, \$2.00 each.

**REDBUD, Eastern.** Beautiful, well-known, ornamental tree, having double, reddish purple flowers in spring before leaves appear. Very striking and a general favorite. Hardy. Select 4 to 6-ft. size, \$2.00 each.

**MIMOSA, or Silk-Tree.** Attractive, lacy foliage on a low spreading tree. Large heads of pink, sweet-smelling flowers in May. Very graceful and lovely. Rapid grower. Select 5 to 6-ft. size, \$2.00 each.



**PINK DOGWOOD**



**FLOWERING CRAB-APPLE**

## SPRING-FLOWERING TREE COLLECTION #4

May be used as specimens or as a group

- 1 Crab-Apple, Eleyi. Red.
- 1 Red-flowering Peach
- 1 Redbud
- 1 Prunus Pissardi

All 4 Trees **\$6.25**  
ONLY . . .

A \$7.75 Value

You Save \$1.50



**REDBUD**









**LOMBARDY POPLAR**

## SHADE TREE COLLECTION #5

- 1 Silver Maple
- 1 Chinese Elm
- 1 Western Catalpa

**3 TREES Only \$5.50**

A \$7.00 Value

**You Save \$1.50**

# Ornamental Lawn and Street Trees

**Straight Stems • Well Branched • Heavy Rooted • Big Values**

**CATALPA, Western.** Large, handsome tree, with immense tropical leaves. Big clusters of white flowers with purple center. Very quick growing. Does well in poor soil. Very popular with fishermen for production of Catalpa worms for fish bait. Select 4 to 6-ft. size, \$2.00 each.

**ELM, Chinese.** Most rapid growing of the better shade trees. Hardy, drought resistant, and attains magnificent proportions. Foliage dark green and very dense. Select 6 to 8-ft. size, \$2.50 each.

**MAPLE, Red or Scarlet.** Magnificent large tree with wide spreading branches. Light green foliage, turning to scarlet in the fall. Very showy and beautiful. Select 5 to 7-ft. size, \$2.50 each.

**Maple, Silver.** Most popular of the Maples. Very rapid growing. Develops into large tree with spreading branches. Leaves light green, showing silvery beneath. Desirable for street or lawn. Select 6 to 8-ft. size, \$2.50 each.

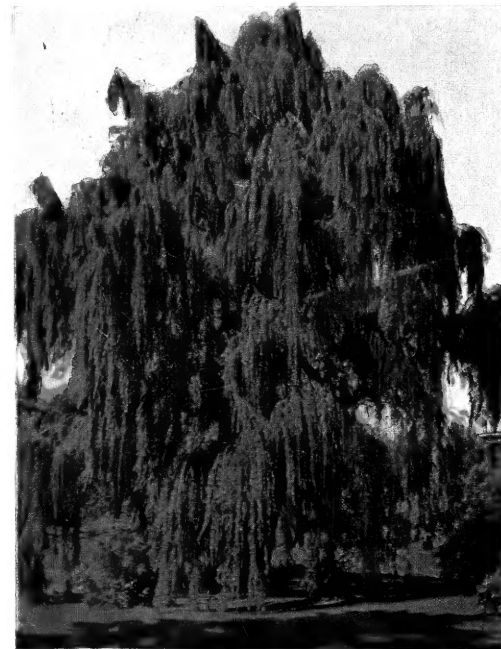
**Maple, Sugar or Hard.** One of the best of all shade trees. Always erect and neat. Dependable for street or lawn, but rather slow growing. Leaves turn to golden hues in the fall. Select 5 to 7-ft. size, \$2.50 each.

**POPLAR, Lombardy.** Graceful, tall and slender tree. Wonderfully effective as sky-screen when properly used. A very rapid grower, becoming more beautiful with age. Hardy. Select 5 to 7-ft. size, \$1.50 each.

**SYCAMORE, American.** A large and lofty tree. Easy to transplant and adapted to a wide range of territory. Foliage luxuriant, providing quick shade. Very hardy. Select 5 to 7-ft. size, \$1.50 each.

**WILLOW, Weeping.** Of stately appearance, with long drooping branches that sway in the breeze. Easy to transplant and beautiful for the lawn. A very graceful weeping tree, with narrow green leaves, silvery beneath. Select 4 to 6-ft. size, \$2.25 each.

**MORaine LOCUST.** (Plant Patent 836.) This sensational new shade tree solves the shady lawn problem. Fast growing, hardy, resistant to insects and disease. Grows from 3 to 5 feet a year, and will reach a height 25 to 30 feet. Thornless, seedless, Moraine Locust is a clean, tidy tree, ideal to plant near the house for quick cool shade in the summer. A tall, spreading, vase-shaped tree when fully grown. Select 5 to 6-ft. size, \$6.00 each.



**WEeping WILLOW**